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## RAK CERAMICS' VINTAGE LUXURY REIMAGINED

RAK  
CERAMICS



**Bologna, Italy, 25 September 2017** – RAK Ceramics PJSC (Ticker: RAKCEC: Abu Dhabi), one of the leading ceramics' brands in the world, today unveiled its latest tiles and sanitaryware collections at Cersaie, the largest and most important international ceramics exhibitions which takes place annually in Bologna, Italy. Following on from last year's successful launch of its global corporate brand identity, RAK Ceramics is continuing to provide its customers with 'Room for Imagination' and presents a complete lifestyle solutions collection of tiles, sanitaryware and complementary bathroom furniture and accessories. The collection will be displayed at two large booths with tiles on display at pavilion 14 B31-C32 and sanitaryware on display at pavilion 30 D42-E41.

### **Vintage - luxury reimaged**

RAK Ceramics will unveil a new range of novelties, inspired by vintage trends and industrial interior design trends from the 1950's. This Vintage 50 concept focuses on minimalism, stylish shapes, glossy materials, and shining surfaces. In tiles RAK Ceramics will present more than 30 new collections for porcelain tiles, full body porcelain tiles and ceramics, featuring lavish textures and mirroring surfaces, taking inspiration from luxurious materials such as velvet mixed with metals such as brass, or lacquered wood and briar root wood surfaces. Walls will be covered with rich dark colours, contrasted with pastel coloured home appliances.

2018 novelties will include a new range of Maximus Mega Slabs for floor and wall applications as well as countertop surfaces, with seven completely new collections, new sizes and thicknesses including 6 mm thickness in the large size of 120x260cm and 14mm thickness in the super-sized 135x305cm for countertop surfaces.

In sanitaryware RAK Ceramics will present a brand-new concept, **RAK-MORNING**. An affordable and very wide range, with carefully finished details and quality design to suit international tastes, RAK-MORNING incorporates the latest rimless technology and has been designed to create 'room for imagination'.

Complementing its sanitaryware collections, RAK Ceramics will introduce its latest flushing system, **RAK-ECOFIX**. RAK-ECOFIX is the most efficient and integrated solution for drywall, solid walls or low height applications. It includes a new collection of push plates, in two different designs and three finishes white, chrome and matt chrome. RAK-ECOFIX incorporates water saving technology and a dual flush 4,5/3 L and 6/3 L, saving from 30% to 50% in water with every flush.

### **Complete solutions provider**

As a complete lifestyle solutions provider RAK Ceramics presents two additional collections to complete its contemporary bathroom suites:

**RAK-FEELING** is a new range of stone effect shower trays which are versatile and very easy to install. Created using RAKSOLID, a durable material composed of a mixture of natural minerals and resins RAK-FEELING offers more than 130 different combinations of colours and sizes. The elegant matte finish with stone effect gives a distinctive feel to

the shower area, as well as being pleasant to the touch and featuring anti-slip safety. RAK-FEELING shower trays are only 3cm thick and can be installed flush to the floor, semi-recessed, or directly onto the floor. With a minimum requirement of just 5.8cm required under the shower tray for waste, it is ideal for both new buildings and renovations. RAK-FEELING merges quality and harmony with form and functionality to create the ideal shower area.

**RAK-JOY** is a totally new collection of vanity furniture in 4 different finishes: pure white, urban grey, grey elm and Scandinavian oak. The furniture comes with integrated thin drop in washbasins. With clean lines accentuated by the J-pull handle profile, RAK-JOY offers the perfect bathroom storage solution.

Abdallah Massaad, RAK Ceramics' Group Chief Executive Officer said: "We are delighted to be unveiling our latest collections at Cersaie 2017. Cersaie is hugely important for RAK Ceramics and is one of the most important exhibitions on our product marketing calendar. In the last 12 months, we have worked hard to develop our sanitaryware range, integrating it further to our tiles offering, and aligning all of our collections with our new positioning as a complete lifestyle solutions provider."

**About RAK Ceramics:**

RAK Ceramics is one of the largest ceramics' brands in the world. Specialising in ceramic and gres porcelain wall and floor tiles, tableware, sanitaryware and faucets, we produce 110 million square metres of tiles, 5 million pieces of sanitaryware, 24 million pieces of porcelain tableware and 1 million pieces of faucets per year at our 20 state-of-the-art plants across the United Arab Emirates, India, Bangladesh, China and Iran.

We are a publically listed company on the Abu Dhabi Securities Exchange in the United Arab Emirates and on the Dhaka Stock Exchange in Bangladesh and as a group have an annual turnover of approximately US\$1 billion.

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